

Facebook Advertising Features and Their Influence on Consumer Purchase Decisions Among Residents of Barangay Apopong, General Santos City

Jofel D. Ferolino, Bryan M. Lagrama, Melody B. Miramonte, Carl Dominic R. Sun, Marites M. Cuyos, MBM*

Cronasia Foundation College, Inc. - General Santos City, Philippines

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ABSTRACT

Facebook advertising has become a dominant tool for businesses to engage consumers, yet the specific features that drive purchasing decisions remain underexplored in localized contexts. This study investigated the relationship between Facebook advertising features—engagement, impressions, and click-through rate—and consumer purchase decisions among 130 residents of Barangay Apopong, General Santos City. Using a quantitative, descriptive-correlational design, data were collected via a validated and reliable self-administered questionnaire and analyzed using means and Pearson’s correlation coefficient. Results revealed that residents often interact with Facebook ads, demonstrating consistent engagement, repeated exposure, and responsiveness to visually appealing and promotional content. Consumer purchase decisions were rated as “always” for interest and “often” for trust and actual buying behavior. A significant positive correlation was found between Facebook advertising features and consumer purchase decisions, indicating that enhanced ad exposure and interaction increase consumer engagement and purchasing behavior. These findings underscore the practical significance of crafting interactive, informative, and visually compelling advertisements to influence online buying. Marketers are encouraged to leverage these insights for optimized ad design and targeting, while consumers are advised to engage critically with online ads to make informed purchasing choices. This study highlights the critical role of Facebook advertising metrics in shaping consumer behavior and driving measurable outcomes in digital commerce.

Keywords: Facebook Advertising, Consumer Purchase Decisions, Engagement, Click-Through Rate, Digital Marketing

INTRODUCTION

Background of the Study

Facebook has emerged as one of the leading online platforms for businesses to connect with and engage their target audiences. Central to its advertising system are performance metrics such as reach, engagement, impressions, click-through rate, and conversion rate, which serve as key indicators of campaign effectiveness. These metrics enable advertisers to monitor ad performance in real time, refine marketing strategies, and allocate budgets efficiently. As Facebook continues to enhance its advertising algorithms and targeting capabilities, these features have become essential tools for making data-driven marketing decisions in an increasingly competitive digital environment.

Despite the widespread use of Facebook advertising, many businesses lack a clear understanding of how specific advertising metrics influence consumer purchasing decisions. While companies invest heavily in online advertisements, there remains uncertainty about which indicators most strongly affect consumers’ progression from ad exposure to actual purchase. This gap highlights the need to examine the relationship between Facebook advertising features and consumer behavior, particularly in localized contexts where digital marketing practices may vary.

Understanding Facebook advertising metrics is crucial because these features play a significant role in shaping consumer trust, interest, and buying behavior. Higher levels of engagement and visibility often lead to increased consumer confidence in advertised products or services. Metrics such as click-through rate and conversion rate provide valuable insights into how consumers respond to advertisements and how effectively ads translate into sales. In the Philippine setting, especially in urban areas like Barangay Apopong, General Santos City, culturally relevant and targeted Facebook advertisements can significantly influence online purchasing decisions, making this platform an important medium for digital commerce.

Previous studies have highlighted the growing influence of online advertising on consumer behavior. Wiese, Martínez-Climent, & Botella-Carrubi (2020) found that engagement, click-through rate, and conversion rate are strong indicators of consumer response, reflecting the transition from advertisement exposure to purchase action. Similarly, Gu et al. (2021) emphasized that online buying preferences are rapidly increasing in countries such as China, the United States, the United Kingdom, Japan, and other major economies, resulting in faster consumer decision-making processes. These findings support the relevance of studying Facebook advertising metrics in understanding modern consumer behavior.

The primary objective of this study was to determine the relationship between Facebook advertising features and consumer purchasing decisions. Specifically, it aims to identify which advertising indicators have the greatest influence on consumers and to examine how these metrics guide the consumer journey from initial ad exposure to final conversion. Through this analysis, the study seeks to provide insights that can help businesses optimize their Facebook advertising strategies for improved marketing outcomes.

Statement of the Problem

This study aimed to determine the Facebook advertising features and their influence on consumer purchase decisions among residents of Barangay Apopong, General Santos City. Specifically, it sought to answer the following questions:

1. What is the level of experience of Facebook advertising features in terms of;
 - 1.1 engagement;
 - 1.2 impressions; and
 - 1.3 click-through rate?
2. To what extent does the influence of consumer purchase decisions relative to;
 - 2.1 interest;
 - 2.2 trust; and
 - 2.3 actual buying behavior?
3. Is there a significant relationship between Facebook advertising features and their influence on consumer purchase decisions?

Scope and Delimitation of the Study

This study focused on determining the Facebook advertising features and their influence on consumer purchase decisions among residents at Barangay Apopong, General Santos City. The respondents were household consumers aged 23 to 39 years old and currently residents of Barangay Apopong, General Santos City.

A purposive sampling was used to select one hundred thirty (130) respondents. Furthermore, households outside or near the Barangay were not included in this study.

Theoretical Lens

This research is anchored by the Theory of Planned Behavior, positing that attitudes toward Facebook ads, shaped by informativeness, relevance, and interactivity; influenced by peer engagement and reviews, and perceived behavioral control, collectively determine purchase intention (Ajzen, 1991). The theory suggests that a stronger intention, stemming from these positive evaluations, beliefs, and a sense of control, increases the likelihood that the behavior will occur.

In the case of Facebook advertising, metrics such as engagement, impressions, and click-through rates can significantly influence consumers' attitudes toward the ad and the brand, which, in turn, affect their purchase intentions. To support this claim, Pragash et al. (2021) demonstrate that Facebook ad metrics, particularly engagement, positively influence consumer trust and purchase intent among university students. This is consistent with the idea that positive attitudes, formed through exposure to these metrics, lead to stronger purchase intentions. Additionally, Masfer & Helmi (2025) found that engagement and click-through rate are critical in building consumer interest and increasing purchase intent, further supporting the theory's premise that advertising metrics shape attitudes that drive behavior.

Conceptual Framework

Figure 1 shows the conceptual framework of the study. The independent variable is Facebook advertising metrics, while the dependent variable is consumer purchase decision.



Figure 1. *Conceptual Framework*

METHODOLOGY

Research Design

This study employed a descriptive-correlational research design to examine the influence of Facebook advertising features on consumer purchase decisions among residents of Barangay Apopong, General Santos City. The correlational approach is appropriate for identifying the relationship between Facebook advertising features and consumer purchase decisions. Complementing this, Dwivedi et al. (2021) noted that correlational designs are effective in research where behavioral outcomes are influenced by measurable indicators.

Respondents of the Study

The respondents of this study were residents of Barangay Apopong, General Santos City, selected equally from five puroks: Purok Upper Lot 1, Sogod; Purok Yu Village; Purok Sto. Niño; Purok Bagangga; and Purok Litanville. Using a purposive sampling technique guided by the Lemeshow and Lwanga method, a total of 130 respondents were chosen from a combined population of 875 residents, with 26 participants drawn from each Purok.

The allocation of 26 respondents per Purok was based on proportional representation to ensure each area was equally represented and to maintain consistency in sample distribution. This sampling approach ensured that the participants were representative of the community and directly relevant to the objectives of the research.

Research Locale

This study was conducted in Barangay Apopong, General Santos City. This location was selected due to its large and heterogeneous population that is actively engaged in online purchasing, especially through social media platforms such as Facebook, making it an ideal site for examining consumer behaviors and engagement in the community context.

Research Instrument

The study employed a self-developed survey questionnaire to collect data from respondents. The instrument comprised two main sections designed aligned with the study's objectives. Prior to its administration, the questionnaire was validated by three experts to ensure content clarity, relevance, and alignment with the research variables. A reliability test produced a Cronbach's alpha of 0.97, indicating very high reliability, which confirms that the items are strongly interrelated and that respondents' answers are consistent, providing stable and dependable measurements.

The first section assessed respondents' experience with Facebook advertising features, using a 5-point Likert scale to quantify patterns in user engagement and interaction with digital marketing platforms. The second section, adapted from Gelaw, Berhan, & Tesfaye (2023), measured the influence of Facebook advertising on consumer purchase decisions. Respondents rated each statement on a 5-point Likert scale ranging from 5 (Always) to 1 (Never).

Data Gathering Procedure

The data for this study were collected following a systematic procedure to ensure accuracy, reliability, and adherence to ethical standards. First, the research instrument (questionnaire) was validated by three experts to ensure content clarity, relevance, and alignment with the study's objectives.

After validation, official permission letters were secured from the College of Business, Innovation, and Technology (CBIT) and the Barangay Apopong officials to conduct the study. Upon approval, data collection was carried out, with respondents completing the self-administered questionnaire. After the retrieval of the completed instruments, the data were organized, tallied, and analyzed using appropriate descriptive and inferential statistical techniques to address the research objectives and test the hypothesis.

Statistical Treatment

The data collected in this study were analyzed using appropriate statistical tools at a 0.05 level of significance. To determine the level of experience with Facebook advertising features and the extent of their influence on consumer purchase decisions among residents of General Santos City, *mean* scores were computed. Additionally, to examine the significant relationship between Facebook advertising features and their influence on consumer purchase decisions, the *Pearson's r moment correlation coefficient* was employed.

This approach allowed the researchers to quantify both the degree of central tendency and the strength of association between the variables, providing empirical evidence to support or reject the study's hypothesis.

RESULTS AND DISCUSSIONS

Level of Experience with Facebook Advertising Features

This section shows how residents of Barangay Apopong, General Santos City, experience Facebook advertising

features, with particular focus on engagement, impressions, and click-through rates.

Table 1. Level of Facebook Advertising Features in terms of Engagement

Indicators		Mean	Description
1.	I react with love, laughter, or "wow" on Facebook ads I see on my timeline.	4.05	Often
2.	I click on Facebook ads to view more details about the products or services.	3.75	Often
3.	I watch a video, read the full text, and engage with the content of Facebook ads.	4.02	Often
4.	I find Facebook ads with questions or pools more interactive than static ones.	3.53	Often
5.	I can remember the product or brand featured in a Facebook ad.	3.88	Often
General weighted mean		3.85	Often

Legend: 5.00-4.21 Always; 4.20-3.41 Often; 3.40-2.61 Sometimes; 2.60-1.81 Rarely; 1.80-1.00 Never

Table 1 shows the level of engagement with Facebook advertising among residents, with a general weighted mean of 3.85, interpreted as “Often.” The highest engagement was observed in reacting with love, laughter, or wow on ads ($M = 4.05$) and watching videos, reading full texts, and engaging with ad content ($M = 4.02$), both also falling under the “Often” category. This indicates that residents frequently interact with Facebook advertisements, suggesting that features designed to encourage engagement—such as reactions, videos, and detailed content—effectively capture users’ attention and participation. These findings align with Sussman, Bright & Wilcox. (2022), who emphasized that advertising is most effective when it actively engages users. Similarly, Mohamad, Zaini & Idany. (2023) noted that Facebook engagement is crucial for understanding user behavior and the functioning of the platform’s algorithm, highlighting the importance of interactive content in digital marketing strategies.

Table 2. Level of Facebook Advertising Features in terms of Impression

Indicators		Mean	Description
1.	I often see Facebook ads multiple times during different sessions.	4.06	Often
2.	I still notice Facebook ads on my timeline even when I ignore them.	4.19	Often
3.	Repeated exposure to a Facebook ad makes me more aware of the brand or product.	3.81	Often
4.	The Facebook ads I see seem personalized based on my online activity.	3.65	Often
5.	Brand recognition is mostly shaped by regular exposure to Facebook ads improves my brand recognition and affects my purchase decisions.	3.78	Often
General weighted mean		3.90	Often

Legend: 5.00-4.21 Always; 4.20-3.41 Often; 3.40-2.61 Sometimes; 2.60-1.81 Rarely; 1.80-1.00 Never

Table 2 presents the level of Facebook advertising features in terms of impression, with a general weighted mean of 3.90, interpreted as “Often.” The highest mean was for the statement "I still notice Facebook ads on my timeline even when I ignore them" ($M = 4.19$), followed by “I often see Facebook ads multiple times during different sessions” ($M = 4.06$). These results indicate that residents frequently encounter Facebook ads and that repeated exposure ensures strong ad visibility. Overall, consistent ad impressions appear to enhance brand recognition and positively influence consumer purchase decisions. These findings are consistent with Zhang et al. (2024), who highlighted that repeated ad impressions play a critical role in shaping consumer attitudes and behavior. Likewise, Chen et al. (2024) emphasized that frequent exposure strengthens engagement and purchase intent, suggesting that Facebook ads are effective in building brand awareness and influencing buying behavior among residents of Barangay Apopong.

Table 3. Level of Facebook Advertising Features in terms of Click-Through Rate

Indicators	Mean	Description
1. I often click Facebook ads to visit the advertiser’s website.	3.62	Often
2. Attractive images, strong calls to action, and relevant offers influence my clicks.	3.99	Often
3. The landing pages for Facebook ads are relevant and helpful.	3.72	Often
4. I click Facebook ads that offer promotions, discounts, or special deals.	3.88	Often
5. Clear and urgent calls to action in Facebook ads increase my likelihood of clicking.	3.64	Often
General weighted mean	3.77	Often

Legend: 5.00-4.21 Always; 4.20-3.41 Often; 3.40-2.61 Sometimes; 2.60-1.81 Rarely; 1.80-1.00 Never

Table 3 shows the level of Facebook advertising features in terms of click-through rate (CTR), with a general weighted mean of 3.77, interpreted as “Often.” Respondents reported being most influenced by “attractive images, strong calls to action, and relevant offers” (M = 3.99), followed by “clicking on Facebook ads that offer promotions, discounts, or special deals” (M = 3.88). These results suggest that visual appeal, promotional incentives, and clear messaging are key factors motivating users to click on Facebook ads. The findings align with Wang (2020), who noted that click-through rates are effective indicators of user engagement and ad performance. Similarly, Zhang and Li (2023) highlighted that CTR provides valuable insights into consumer behavior, demonstrating how the design and relevance of advertisements influence users’ actions and the persuasive impact of online marketing campaigns.

Table 4. Extent of Consumer Purchase Decisions in terms of Interest

Indicators	Mean	Description
1. I compare prices from different sellers before buying online.	4.51	Always
2. I check product ratings and reviews before purchasing.	4.57	Always
3. I often rely on online reviews to decide which products to buy.	4.52	Always
4. I prefer buying goods online rather than in physical stores.	3.76	Often
5. I ask friends or family for advice before making a purchase.	4.19	Often
General weighted mean	4.31	Always

Legend: 5.00-4.21 Always; 4.20-3.41 Often; 3.40-2.61 Sometimes; 2.60-1.81 Rarely; 1.80-1.00 Never

Table 4 revealed that consumer interest was rated as always, with a mean of 4.31. Respondents consistently checked product ratings and reviews before purchasing, with a 4.57 mean, while buying goods online, rather than in physical stores, was rated low with a 3.76 mean. This indicates that Filipino consumers are highly discerning and information-driven. As emphasized by Nareswari & Azizah (2024). Buying interest, viral marketing, and brand image are highlighted as key factors, with consumer intent strongly influencing choices. Additionally, Cotter et al. (2021) supported this by showing that Facebook’s targeted advertising connects businesses with users most likely to engage and purchase. This is further linked to the idea that discerning, information-driven consumers rely on interest and trust, underscoring how impressions and engagement jointly shape responses.

Table 5. Extent of Consumer Purchase Decisions in terms of Trust

Indicators	Mean	Description
1. I consider online marketplaces trustworthy for making purchases.	3.99	Often
2. I believe the products I receive match their online descriptions and quality.	3.88	Often

3. I trust online platforms to follow their stated terms and policies.	3.77	Often
4. I can inspect or verify before delivery when using online marketplaces.	3.83	Often
5. I view online stores as a reliable place to buy products.	4.02	Often
General weighted mean	3.90	Often

Legend: 5.00-4.21 Always; 4.20-3.41 Often; 3.40-2.61 Sometimes; 2.60-1.81 Rarely; 1.80-1.00 Never

Table 5 indicates that trust was often described, with a general weighted mean of 3.90. Respondents trusted online stores as reliable, with a first highest mean of 4.02, and considered online marketplaces trustworthy for making purchases, with a 3.99 mean. The results imply that while trust in online platforms is generally strong, it remains a moderating factor in consumer purchase decisions. As Mahliza (2020) emphasized, the absence of physical product verification in digital transactions heightens perceived risks, underscoring the importance of trust as the foundation of successful exchanges. Additionally, Lăzăroiu et al. (2020) highlighted that perceived risk and trust are closely linked, jointly influencing consumer attitudes, intentions, and repurchase behavior in social commerce. These insights show that while trust in online platforms is generally strong, it remains a moderating factor that determines how confidently consumers engage in online buying.

Table 6. Extent of Consumer Purchase Decisions in terms of Actual Buying Behavior

Indicators		Mean	Description
1.	I purchase goods online more often than in physical stores.	3.96	Often
2.	I manage my spending carefully when deciding what to buy.	4.42	Always
3.	I repurchase the same brands I've previously bought online.	4.05	Often
4.	I recommend online purchases to friends and family.	4.16	Often
5.	I sometimes buy products immediately online or in stores without checking reviews.	3.41	Often
General weighted mean		4.00	Often

Legend: 5.00-4.21 Always; 4.20-3.41 Often; 3.40-2.61 Sometimes; 2.60-1.81 Rarely; 1.80-1.00 Never

Table 6 showed that actual buying behavior was described as often, with a mean of 4.00. Respondents carefully managed their spending to decide what to buy, with a 4.42 mean, while buying products immediately in online stores rated lowest, with a 3.41 mean. This suggests that budget-consciousness and brand loyalty strongly influence actual purchases. As Navin (2025) highlighted, social proof, personalization, and ethical practices strengthen confidence and sustain loyalty in digital markets. This is supported by Nasti, Lubis & Rasyid (2024), who emphasized that purchasing decisions in e-commerce are shaped by consumer evaluation of product options, linking discernment to actual buying behavior.

Table 7. Correlation Results Between Facebook Advertising Features and Consumer Purchase Decisions

Variables	r	p-value	Decisions	Interpretation
Facebook Advertising Features and Consumer Purchase Decisions	0.9323	0.00001*	Rejected	Significant*

*Significance level at 0.05

Table 7 presents the correlation between Facebook advertising features and consumer purchase decisions. The results show a very strong positive correlation ($r = 0.9323$) with a p-value of 0.00001, indicating a statistically significant relationship at the 0.05 level. This implies that improvements in Facebook advertising features are

strongly associated with higher consumer purchase decisions. The findings suggest that effective use of advertising elements on Facebook plays a crucial role in influencing consumers' buying behavior.

The result is consistent with Pragash et al. (2021), who found that Facebook ad features directly affect consumer trust, interest, and purchase intent. However, Masfer & Helmi (2025) stated that engagement and click-through rate are critical in building consumer interest and increasing purchase intent.

CONCLUSION AND RECOMMENDATIONS

Conclusions

Based on the findings of the study, the following conclusions were formulated:

The level of Facebook advertising features, as reflected in terms of engagement, impression, and click-through rate, was described as “often,” indicating that residents of Barangay Apopong frequently encounter and interact with these advertising features.

The extent of consumer purchase decisions among residents of Barangay Apopong was described as “always” in terms of interest, “often” in terms of trust, and actual buying behavior, indicating that while residents consistently show interest in products, their trust and actual purchasing occur frequently but not as consistently.

Further, there is a significant positive correlation between Facebook advertising features and consumer purchase decisions, indicating that higher exposure to and interaction with Facebook ads is associated with greater consumer engagement and buying behavior among residents of Barangay Apopong.

Recommendations

Based on the findings of the study, the following recommendations were proposed:

Consumers should be more critical and intentional when engaging with online ads, verifying product reviews, ratings, and recommendations before making purchases to avoid impulsive decisions.

Online sellers should create visually appealing, informative, and credible advertisements with clear calls to action, transparent product information, and personalized promotions to enhance engagement and conversion.

Future researchers are encouraged to examine the long-term effects of repeated ad exposure on brand loyalty and trust, consider demographic influences on consumer behavior, and investigate strategies to improve ad-to-purchase conversion, including the impact of different ad formats.

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